CLAIMS

What is claimed is:

1. A method of selecting and displaying a video segment to a viewer comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;

displaying said video segments to said viewer;

sensing input from said viewer through at least one sensor;

transmitting said input to a remote computer;

analyzing said input to generate affinity data;

selecting a specific video segment based on said affinity data;

transmitting said specific video segment from said broadcast center to said viewer; and

displaying said specific video segment to said viewer.

2. The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. The method of claim 1 wherein said step of selecting a video segment comprises selecting a video segment during a live broadcast based upon affinity data.

4. A method of collecting affinity data comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;

displaying said video segments to a viewer;

sensing input from said viewer through at least one sensor;

analyzing said input to generate affinity data;

selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;

transmitting said affinity data to a remote computer; and

displaying said specific video signal to said viewer.

5. The method of claim 4 wherein said sensor comprises at least one button pressed by a viewer.

6. The method of claim 4 wherein said step of selecting a video segment comprises selecting a video segment during a live broadcast based upon affinity data.